

DATA & PARITY

What is parity?

Parity measures the relative level of inclusion of the available population in Extension programs. UME is adopting a new method for calculating parity to assess its relative success in outreach to the population.

Resource-based Parity

In recent years, in an attempt to fairly extend the resources of Extension to all people in the community, some land-grant extension groups have begun using what we will refer to as resource-based parity.

An average representing the proportion of program contacts in the best-served population, (using OMB categories for race and sex) is applied across the board to determine the number of potential program beneficiaries for each race and Hispanic ethnicity for the upcoming year. So, future efforts seek to include all potential program participants with equitable resources.



Collecting Program Data

Legally sound and right to do

UME Extension faculty, staff, and volunteers have a legal obligation to collect data on program participants. To honor individual privacy, program delivery staff are urged to separate the collection of personal information like names and contact information from the demographic data reported in UMERS: program participants should be asked to provide ethnicity, race, and sex separately and anonymously.

Beyond any legal obligation, the University's diversity and inclusion practices embrace a philosophy of what is right to do. For more specifics, refer to the UME Data Collection Policy.





UMERS Reporting

UMERS program contact reports will be initiated at the Educator and county-levels and roll up to other reporting levels.

Program contacts will be collected according to UME's Data Collection Policy and entered by discipline area. The policy includes information on how to collect data in the field environment.

Refer to UMERS training materials for detailed instructions on how to enter contact data in to UMERS application.

Data reported in UMERS will enable evaluation of diversity and inclusion plans, as well as compliance with Title VI and other civil rights laws and regulations.

Resources Attract Program Participants

Allocating resources certainly isn't an exact science. Using a resource-based parity plan is the first step in getting a handle on how best to use valuable resources. Let's say you have achieved an average 64% outreach to Whites in your county over the past three years and they are the largest group in your programs. Use the census as the "potential beneficiary population" and figure how many contacts you would have if 64% of each race and ethnic group participate in Extension programs: then, use the total of those contacts as your new plan. (See Figure 1.)



BENEFITS OF RESOURCE-BASED PARITY PLANS

- develop resources for small groups in meaningful numbers
- continue sufficient programming for well-developed groups
- especially valuable where some racial groups are small with one large dominant majority

Let's Do the Math!

The county-level resource-based parity example below uses the 2010 census, a multi-year average of contacts, and a planned resource percentage of 64% (.64) applied to each demographic group to arrive at a plan for the coming year. Whites comprised 64% of contacts, the highest proportion. This plan projects total contacts at 445,379 compared to the prior three-year average of 513,000.

	White	Black	Asian	AI/AK	NHawa/PI	2 or more	Hispanic*	TOTAL
Actual Avg 3 yr contacts	328,320	68,700	36,480	2,280	2,280	17,940	57,000	513,000
avg %	64.0%	13.4%	7.2%	0.44%	0.44%	3.5%	11.2%	100.0%
.64 x potential pool/ 2010 census pop 695,905	420,249 x.64= 268,959	99,000 x.64= 63,360	54,989 x .64= 35,193	3,537 x .64= 2,264	3499 x.64= 2,239	25,631 x.64= 16,404	89,000 x.64= 56,960	695,905
445,379 plan contacts	268,959	63,360	35,193	2,264	2,239	16,404	56,960	445,379
Plan reach % (contacts by OMB category)	60.5% <u>268,959</u> 445,379	14.1% <u>63,360</u> 445,379	7.9% <u>35,193</u> 445,379	0.5% <u>2,264</u> 445,379	0.5% <u>2,239</u> 445,379	3.6% <u>16,404</u> 445,379	12.9% <u>56,960</u> 445,379	445,379
Minimum parity plan	60.5%	14.1%	7.9%	0.5%	0.5%	3.6%	12.9%	100%

Note: this model plan will reach 64% of the 2010 census population (445,379 of 695,905). The percentage for each OMB category group based on resource parity is somewhat higher than the historical actual contacts average in all groups except Whites, showing room for growth. White program participants are still projected to receive resources at the level of their representation (60.4%) in the census population.

This model shows how resources might be directed to other groups; however, this model also demonstrates how traditional programs may be maintained. Planned contacts should be viewed as a floor (minimums), not a ceiling.

Hispanic is added to the race sum and calculated as part of total percentages in order to plan resources for Hispanics.

STEP ONE: Add three years of actual program contacts and average each OMB category by dividing its sum by 3 then add the averages to get a total. Include the Hispanic category in order to plan resources for them.

STEP TWO: Divide each category by the overall sum total to get that category's percent to total.

STEP THREE: Choose the highest percentage group (the one who benefitted most from programs): this becomes the resource or penetration percentage.

STEP FOUR: Using the census, multiply each OMB Category, including Hispanic, by the penetration percentage to get minimum planned contacts.

STEP FIVE: Divide the planned contacts in each category by the total planned contacts to get the percent each group is to the total: these are the "minimum parity plan percentages" by OMB category.

Note: As of 2017 UME will be able to use its 2014-2016 three-year average contact history. Administrators will have the option of using the updated three-year estimated American Community Survey in cases where they believe that growth and shifting demographics have outdated the 2010 Census.

We have included formats for collecting program participant demographic data (ethnicity, race and sex) separately from personally identifiable information like name and contact information.

Login/ Participant Contact Sheet

Name	E-mail	Phone (optional)	Notes

